

ORDER



Orders	Order / Rev:	55505		
	Alt Order #:	9816142 /Brad		
	Product Desc:	Bob Casey For Senate		
	Estimate:			
	Flight Dates:	09/13/12 - 09/17/12		
	Original Date / Rev:	09/11/12 / 09/11/12		
	Order Type:	GENERAL		
		Primary AE:	Millennium Washington DC	
		Sales Office:	MNAT	
		Sales Region:	National	
Agency	Name:	Shorr Johnson Magnus		
	Buying Contact:			
	Billing Contact:			
	1831 Chestnut Street			
	Philadelphia, PA 19103			
		Billing Type:	Cash	
		Billing Calendar:	Broadcast	
		Billing Cycle:	EOM/EOC	
		Agency Commission:	15%	
Advertiser	Name:	Casey/D/Senate		
	Demographic:	A35+		
	Product Codes:	State Elections		
	Priority:	P-2		
	Revenue Codes:	AGY, POL-CAND, GEN		
		New Business Thru:		
		Order Separation:	00:15:00	
		Advertiser External ID:		
		Agency External ID:		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	31	\$11,560.00	\$9,826.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	31	\$11,560.00	\$9,826.00	0.00
Totals	31	\$11,560.00	\$9,826.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
WHP-TV CBS21	18%	\$11,560.00
Market	100%	\$64,222.22

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	57%	\$36,606.67
WHTM	20%	\$12,844.44
WLYH	0%	\$0.00
WPMT	5%	\$3,211.11

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	09/13/12	09/17/12	NFL RS Game Steelers	CM	4:00 PM-7:00 PM	-----S	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
				NFL RS Game Steelers		(4:00 PM-7:00 PM)									
Spot	Ch	Date Range	Description			Start/End Time		Weekdays	Length	Rate	Rtg	Type			
1	WHP	09/13/12-09/17/12	NFL RS Game Steelers			3:55 PM-7:00 PM	3:55 PM-7:00 PM	-----Su	:30	\$1,000.00	0.00	NM			
N 2	WHP	09/13/12	09/17/12	NFL RS Game Eagles	CM	1:00 PM-4:00 PM	-----S	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
				NFL RS Game Eagles		(1:00 PM-4:00 PM)									
Spot	Ch	Date Range	Description			Start/End Time		Weekdays	Length	Rate	Rtg	Type			
1	WHP	09/13/12-09/17/12	NFL RS Game Eagles			12:55 PM-4:00 PM	12:55 PM-4:00 PM	-----Su	:30	\$1,000.00	0.00	NM			
N 3	WHP	09/13/12	09/17/12	Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
				Sa 7p-730p											
N 4	WHP	09/13/12	09/17/12	Sa 730p-8p	CM	730p-8p	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00

Order / Rev: 55505
 Alt Order #: 9816142 /Brad
 Flight Dates: 09/13/12 - 09/17/12

Advertiser: Casey/D/Senate
 Product Desc: Bob Casey For Senate
 Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code Sa 730p-8p	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WHP	09/13/12	09/17/12	CBS This Morning CBS This Morning	CM	7a-9a	M- TF--	:30	4	\$75.00	P-2	0.00	NM	4	\$300.00
N 6	WHP	09/13/12	09/17/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M- TF--	:30	4	\$275.00	P-2	0.00	NM	4	\$1,100.00
N 7	WHP	09/13/12	09/17/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M- TF--	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
N 8	WHP	09/13/12	09/17/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M- TF--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
N 9	WHP	09/13/12	09/17/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M- TF--	:30	4	\$700.00	P-2	0.00	NM	4	\$2,800.00
N10	WHP	09/13/12	09/17/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	M- TF--	:30	4	\$150.00	P-3	0.00	NM	4	\$600.00
N11	WHP	09/13/12	09/17/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
N12	WHP	09/17/12	09/17/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	M-----	:30	1	\$50.00	P-4	0.00	NM	1	\$50.00
N13	WHP	09/13/12	09/17/12	Sa 1130p-1230a Sa 1130p-1230a	CM	1130p-1230a	-----S-	:30	1	\$35.00	P-3	0.00	NM	1	\$35.00
Totals													31	\$11,560.00	